



## **Summary of Responses to Water Bus/Taxi Questions**

(among Newport Beach Visitors, i.e., non-Orange County residents)

- To get around Newport Beach, 58% (77%) of visitors used their personal/ borrowed vehicle, 51% (8%) walked, 18.5% (14%) used a rental vehicle and 6% (5%) bicycled around. The increase in the number of people who walked and decrease in those who drove around suggests that more visitors stayed within Newport Beach, likely in hotels, as discussed in the lodging section below.
- When introduced to the water bus/taxi concept, half, 48%, said they would take a water bus and would not drive around the Harbor area. The waterbus seems to be more popular with the international visitors who will however still prefer to drive around the Harbor area too.
  - o 16.5% said they would take a water bus but would also drive to get around the Harbor area.
  - o Only 14.5% said they would be unlikely to take a water bus around Newport Harbor, mainly those from California and Other U.S. areas).
  - o Only 10.5% said that cost is the main consideration for taking the water bus. Most of these respondents were young (<40years old) have low income (<\$100,000).
  - o When asked about the fair cost of the water bus for 1 Adult point-to-point ride, the average cost is \$2.09. 38.7% said they would pay \$1.00 – 2.49 per ride and 19.3% said they would pay \$2.50 – 4.99. Only 5.3% was expecting it to be free.

Responses to Newport Beach Water Taxi Questions from Summer 2010 Interviewing (visitors)

(q11C) What transportation are you using to GET AROUND in NEWPORT BEACH while here?

	Total	Season	Residence			Vis NB bef		NB Lodging			Resp age		Hshld income		Trsp rt into OC		Travel group	
		Summ	Cal	US	Int'l	Yes	No	Hot/ Mot	Oth Lodg	Day Vis	<40	40+	<\$100K	\$100K+	Air	Prs nl v hcl	W/chld	No chld
Full Base: Respondents	200	200	108	59	33	133	67	78	30	92	83	117	90	98	65	123	72	128
Personal/ borrowed car/ truck/ van	58.0%	58.0%	69.4%	57.6%	21.2%	61.7%	50.7%	47.4%	73.3%	62.0%	62.7%	54.7%	68.9%	46.9%	40.0%	71.5%	58.3%	57.8%
Walking	51.0%	51.0%	59.3%	44.1%	36.4%	50.4%	52.2%	39.7%	43.3%	63.0%	33.7%	63.2%	48.9%	53.1%	44.6%	56.9%	55.6%	48.4%
Rental vehicle	18.5%	18.5%	2.8%	28.8%	51.5%	13.5%	28.4%	33.3%	6.7%	9.8%	16.9%	19.7%	6.7%	30.6%	43.1%	1.6%	13.9%	21.1%
Bicycle	6.0%	6.0%	5.6%	8.5%	3.0%	6.8%	4.5%	6.4%	10.0%	4.3%	6.0%	6.0%	6.7%	5.1%	4.6%	7.3%	6.9%	5.5%
Hotel/ airport shuttle	3.5%	3.5%	0.0%	5.1%	12.1%	3.8%	3.0%	9.0%	0.0%	0.0%	3.6%	3.4%	3.3%	2.0%	10.8%	0.0%	0.0%	5.5%
Taxi	2.0%	2.0%	0.0%	3.4%	6.1%	1.5%	3.0%	5.1%	0.0%	0.0%	3.6%	0.9%	0.0%	4.1%	3.1%	0.0%	0.0%	3.1%
Orange County Beach Public bus	0.5%	0.5%	0.0%	0.0%	3.0%	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.9%	0.0%	1.0%	1.5%	0.0%	0.0%	0.8%

Tested to 0.95 significance level.

COLOR Indicates significantly higher/lower value from the comparison.

Comparing to 'Total'

(q12A) On this basis, if a water bus system was operational, which of the following would you agree with ...?

	Total	Season	Residence			Vis NB bef		NB Lodging			Resp age		Hshld income		Trsp rt into OC		Travel group	
		Summ	Cal	US	Int'l	Yes	No	Hot/ Mot	Oth Lodg	Day Vis	<40	40+	<\$100K	\$100K+	Air	Prs nl v hcl	W/chld	No chld
Full Base: Respondents	200	200	108	59	33	133	67	78	30	92	83	117	90	98	65	123	72	128
I would take a water bus and would not drive around the Harbor area	48.0%	48.0%	48.1%	44.1%	54.5%	44.4%	55.2%	55.1%	50.0%	41.3%	38.6%	54.7%	37.8%	54.1%	49.2%	48.8%	45.8%	49.2%
I would take a water bus but would also drive to get around the Harbor area	16.5%	16.5%	14.8%	16.9%	21.2%	19.5%	10.4%	20.5%	13.3%	14.1%	21.7%	12.8%	18.9%	16.3%	15.4%	16.3%	13.9%	18.0%
I would be unlikely to take a water bus around the Harbor	14.5%	14.5%	15.7%	15.3%	9.1%	15.0%	13.4%	14.1%	16.7%	14.1%	9.6%	17.9%	14.4%	15.3%	16.9%	13.8%	19.4%	11.7%
I don't know – depends on cost	10.5%	10.5%	10.2%	15.3%	3.0%	10.5%	10.4%	3.8%	13.3%	15.2%	19.3%	4.3%	17.8%	5.1%	9.2%	11.4%	8.3%	11.7%
I don't know – would need more information to decide	10.5%	10.5%	11.1%	8.5%	12.1%	10.5%	10.4%	6.4%	6.7%	15.2%	10.8%	10.3%	11.1%	9.2%	9.2%	9.8%	12.5%	9.4%

Tested to 0.95 significance level.

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Comparing to 'Total'

(q12B) Based on the water bus description, how much do you think is a fair cost for one adult water bus point-to-point ride?

	Total	Season	Residence			Vis NB bef		NB Lodging			Resp age		Hshld income		Trsp rt into OC		Travel group	
		Summ	Cal	US	Int'l	Yes	No	Hot/ Mot	Oth Lodg	Day Vis	<40	40+	<\$100K	\$100K+	Air	Prsnl vhc'l	W/chld	No chld
Full Base: Open to water buss	150	150	79	45	26	99	51	62	23	65	66	84	67	74	48	94	49	101
No cost to ride	5.3%	5.3%	3.8%	4.4%	11.5%	6.1%	3.9%	9.7%	0.0%	3.1%	7.6%	3.6%	6.0%	5.4%	8.3%	4.3%	2.0%	6.9%
Up to \$1.00	16.7%	16.7%	20.3%	15.6%	7.7%	20.2%	9.8%	8.1%	21.7%	23.1%	18.2%	15.5%	20.9%	10.8%	8.3%	21.3%	18.4%	15.8%
\$1.00 – 2.49	38.7%	38.7%	39.2%	31.1%	50.0%	32.3%	51.0%	35.5%	47.8%	38.5%	39.4%	38.1%	35.8%	40.5%	41.7%	35.1%	49.0%	33.7%
\$2.50 – 4.99	19.3%	19.3%	17.7%	24.4%	15.4%	19.2%	19.6%	22.6%	8.7%	20.0%	15.2%	22.6%	17.9%	20.3%	20.8%	19.1%	18.4%	19.8%
\$5.00 - 7.49	15.3%	15.3%	13.9%	22.2%	7.7%	18.2%	9.8%	21.0%	13.0%	10.8%	12.1%	17.9%	13.4%	18.9%	16.7%	16.0%	8.2%	18.8%
\$7.50 - 9.99	2.7%	2.7%	3.8%	2.2%	0.0%	3.0%	2.0%	0.0%	8.7%	3.1%	4.5%	1.2%	4.5%	1.4%	2.1%	3.2%	0.0%	4.0%
\$10.00 – 12.49	1.3%	1.3%	1.3%	0.0%	3.8%	1.0%	2.0%	1.6%	0.0%	1.5%	1.5%	1.2%	1.5%	1.4%	2.1%	1.1%	4.1%	0.0%
\$12.50 – 14.99	0.7%	0.7%	0.0%	0.0%	3.8%	0.0%	2.0%	1.6%	0.0%	0.0%	1.5%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.0%
Median:	2.09	2.09	1.99	2.45	1.92	2.10	2.07	2.36	1.89	1.93	1.92	2.22	1.97	2.25	2.20	2.05	1.91	2.21

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Comparing to 'Total'